

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

11 October 2016
2.30 p.m- 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages (*including* the cover page) with **FIVE** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

Discuss how the risk/payoff matrix decisions lead to the idea of decay curve that can provide pieces of information in designing an evaluation system for the basic new product process. (20 marks)

QUESTION TWO

Product protocol is a signed agreement between negotiating parties such as the representatives from various departments- marketing, technical, operations, and others. Discuss all the required contents to be included in the product protocol for a new board game. (20 marks)

QUESTION THREE

Manager: We recently acquired a small toy company, and I'm scheduled to meet with their management next week. I know they don't do much use testing--I think someone told me they have a bunch of kids come to their plant and play with the proposed toys. Must work for them, we paid a huge multiple for their stock. What should I tell them, or be looking for, relative to the list of 12 decisions?

Based on the above statement, describe the list of decisions (at least 10 decisions) in product use testing that you can suggest to the Manager who had just acquired a small toy company. (20 marks)

QUESTION FOUR

The launch cycle is an expansion of the familiar introductory stage of the product life cycle (PLC) into substages. Discuss the substages of launch cycle and the preparation during each substage that links the launch cycle back to the PLC. (20 marks)

QUESTION FIVE

What is market testing? Describe the three methods of market testing and explain the basis of speed, cost and accuracy for each method. (20 marks)

End of page.